

Yakima County
Quit Line Data Summary
January 1 - March 31, 2002

	County	State
Number of Calls to Quit Line	N = 103	N = 4,096
Percent of Statewide Calls	3.0%	100.0%
Percent of State Population in County¹	3.8%	100.0%
	County %	State %
Gender	N = 101	N = 3,737
Female	68.3%	61.7%
Male	31.7%	38.3%
Race/Ethnicity	N = 95	N = 3,032
People of Color	20.0%	12.8%
White	80.0%	87.2%
Age	N = 98	N = 3,176
Less than 18 years old	2.0%	2.3%
18 - 24 years old	21.4%	16.2%
25 - 34 years old	13.3%	23.2%
35 - 44 years old	22.4%	27.0%
45 years and older	40.8%	31.4%
Education	N = 97	N = 3,209
Did not graduate high school	28.9%	19.8%
High school graduate	40.2%	33.3%
Some college/vocational school	27.8%	36.9%
College graduate	3.1%	10.0%
Caller Type	N = 101	N = 3,483
General Information	3.0%	10.6%
Health care provider	2.0%	3.4%
Tobacco user	95.0%	86.1%
Payer Type	N = 66	N = 2,167
Insured	25.8%	40.2%
Uninsured	31.8%	25.1%
Medicaid	42.4%	34.7%
Heard About	N = 90	N = 3,110
Past caller	11.1%	12.9%
Employer/worksites	0.0%	1.4%
Health care provider	15.6%	17.0%
Television	28.9%	23.9%
Outdoor advertisement (billboard/bus/wall)	0.0%	4.9%
Targeted mailing	1.1%	0.2%
Great Start	3.3%	6.2%
Radio	0.0%	1.1%
Newspaper/Magazine	4.4%	1.7%
Brochure/Newsletter	4.4%	5.2%
Family or friend	28.9%	21.5%
Health Department	2.2%	3.0%
School	0.0%	0.9%